

Buy Detail Report

RAFT 9.19-10.9

Revision #: Date: 9/16/2016 8:30 AM

Send Billing To: Innovative Advertising

4250 Hwy 22

Suite 7

Mandeville, LA 70471

Phone: 985.377.7161

Fax: 985.377.7118

Estimate: 1392

Description: RANT16 Phase 3 Part 1 Media Placement

Flight Start Date: 9/19/2016 03:00 AM

Flight End Date: 10/9/2016 02:59 AM

Survey: Nov16 Prof. (Nov15 HUT, May16 SHR)

DMA Custom Live+1

Buyer: Heidi Guerra

Separation between spots: 30

Client: Gus Rantz Campaign
Media: TV
Product: Political
Market: Lake Charles

Line No	Daypart Program	STN Gross	STN Net	Days	Mon 9/19	Tue 9/20	Wed 9/21	Thu 9/22	Fri 9/23	Sat 9/24	Sun 9/25	Mon 9/26	Tue 9/27	Wed 9/28	Thu 9/29	Fri 9/30	Sun 10/2	Mon 10/3
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KPLC-TV

16	MTuWThF 5:00a-5:30a 7NEWS Sunrise	\$85.00	\$72.25	30	1	1	1	1	1	0	0	1	1	1	1	1	0	0
17	MTuWThF 5:30a-7:00a 7 News @ Sunrise	\$165.00	\$140.25	30	1	1	1	1	1	0	0	1	1	1	1	1	0	1
18	MTuWThF 7:00a-9:00a Today Show	\$140.00	\$119.00	30	1	1	1	1	1	0	0	1	1	1	1	1	0	1
19	MTuWThF 3:00p-4:00p Ellen	\$50.00	\$42.50	30	1	1	1	1	1	0	0	1	1	1	1	1	0	0
20	MTuWThF 4:00p-5:00p News	\$150.00	\$127.50	30	1	1	1	1	1	0	0	1	1	1	1	1	0	0
21	MTuWThF 5:00p-5:30p News	\$250.00	\$212.50	30	1	1	1	1	1	0	0	1	1	1	1	1	0	1
22	MTuWThF 6:00p-6:30p News	\$405.00	\$344.25	30	1	1	1	1	1	0	0	1	1	1	1	1	0	1
23	MTuWThF 6:30p-7:00p ET	\$305.00	\$259.25	30	1	1	1	1	1	0	0	1	1	1	1	1	0	0
24	MTuWThF 10:00p-10:35p News	\$405.00	\$344.25	30	1	1	1	1	1	0	0	1	1	1	1	1	0	1
25	MTuWThF 10:35p-11:30p Tonight Show	\$110.00	\$93.50	30	1	1	1	1	1	0	0	1	1	1	1	1	0	1

RAFT 9.19-10.9

Buy Detail Report

Client: Gus Paritz Campaign
Media: TV
Product: Political
Market: Lake Charles

Estimate: 1392
Description: RANT'16 Phase 3 Part 1 Media Placement
Flight Start Date: 9/19/2016 03:00 AM
Flight End Date: 10/9/2016 02:59 AM
Survey: Nov'16 Proj. (Nov'15 HLT, May'16 SHR)
DMA Custom Live+1
Buyer: Heidi Guerra

Revision #: Date: 9/16/2016 8:30 AM
Send Billing To: Innovative Advertising
4250 Hwy 22
Suite 7
Mandeville, LA 70471
Phone: 985.377.7161
Fax: 985.377.7118

Line No	Daypart Program	STN Gross	STN Net	Days	Mon 9/19	Tue 9/20	Wed 9/21	Thu 9/22	Fri 9/23	Sat 9/24	Sun 9/25	Mon 9/26	Tue 9/27	Wed 9/28	Thu 9/29	Fri 9/30	Sun 10/2	Mon 10/3
KPLC-TV																		
26	M 9:00p-10:00p Blindspot	\$400.00	\$340.00	30	1	0	0	0	0	0	0	1	0	0	0	0	0	0
27	Su 7:00a-8:00a Sunday Today	\$50.00	\$42.50	30	0	0	0	0	0	0	1	0	0	0	0	0	1	0
28	Su 8:00a-9:00a Meet the Press	\$190.00	\$161.50	30	0	0	0	0	0	0	1	0	0	0	0	0	1	0
29	Su 10:00p-11:00p News	\$280.00	\$238.00	30	0	0	0	0	0	0	1	0	0	0	0	0	1	0
Total Spots:					11	10	10	10	9	0	3	11	10	10	10	9	3	6

Buy Detail Report

Client: Gus Rantz Campaign
Media: TV
Product: Political
Market: Lake Charles

Separation between spots: 30

Estimate: 1392
Description: RANT16 Phase 3 Part 1 Media Placement
Flight Start Date: 9/19/2016 03:00 AM
Flight End Date: 10/9/2016 02:59 AM
Survey: Nov16 Proj. (Nov15 HLT, May16 SHR)
DMA Custom Live+1
Buyer: Heidi Guerra

Revision #: Date: 9/16/2016 8:30 AM
Send Billing To: Innovative Advertising
4250 Hwy 22
Suite 7
Mandeville, LA 70471
Phone: 985.377.7161
Fax: 985.377.7118

Line No	Daypart Program	STN Gross	STN Net	Days	Tue 10/4	Wed 10/5	Thu 10/6	Fri 10/7	Sat 10/8	Sun 10/9	Total Spots
KPLC-TV											
16	MTuWThF 5:00a-5:30a 7NEWS Sunrise	\$85.00	\$72.25	30	0	0	0	0	0	0	10
17	MTuWThF 5:30a-7:00a 7 News @ Sunrise	\$165.00	\$140.25	30	0	1	1	1	0	0	14
18	MTuWThF 7:00a-9:00a Today Show	\$140.00	\$119.00	30	0	1	1	1	0	0	14
19	MTuWThF 3:00p-4:00p Ellen	\$50.00	\$42.50	30	0	0	0	0	0	0	10
20	MTuWThF 4:00p-5:00p News	\$150.00	\$127.50	30	0	0	0	0	0	0	10
21	MTuWThF 5:00p-5:30p News	\$250.00	\$212.50	30	1	1	1	0	0	0	14
22	MTuWThF 6:00p-6:30p News	\$405.00	\$344.25	30	1	1	1	0	0	0	14
23	MTuWThF 6:30p-7:00p ET	\$305.00	\$259.25	30	0	0	0	0	0	0	10
24	MTuWThF 10:00p-10:35p News	\$405.00	\$344.25	30	1	1	1	0	0	0	14
25	MTuWThF 10:35p-11:30p Tonight Show	\$110.00	\$93.50	30	0	1	1	0	0	0	11

Buy Detail Report

Client: Gus Fantz Campaign
Media: TV
Product: Political
Market: Lake Charles

Separation between spots: 30

Estimate: 1392
Description: RA/NT16 Phase 3 Part 1 Media Placement
Flight Start Date: 9/19/2016 03:00 AM
Flight End Date: 10/9/2016 02:59 AM
Survey: Nov16 Pol. (Nov15 HLT, May16 SHR)
DMA Custom Live+1
Buyer: Heidi Guerra

Revision #: Date: 9/18/2016 8:30 AM
Send Billing To: Innovative Advertising
4250 Hwy 22
Suite 7
Mandeville, LA 70471
Phone: 985.377.7161
Fax: 985.377.7118

Line No	Daypart Program	STN Gross	STN Net	Days	Tue 10/4	Wed 10/5	Thu 10/6	Fri 10/7	Sat 10/8	Sun 10/9	Total Spots
KPLC-TV											
26	M 9:00p-10:00p Blindspot	\$400.00	\$340.00	30	0	0	0	0	0	0	2
27	Su 7:00a-8:00a Sunday Today	\$50.00	\$42.50	30	0	0	0	0	0	1	3
28	Su 8:00a-9:00a Meet the Press	\$190.00	\$161.50	30	0	0	0	0	0	1	3
29	Su 10:00p-11:00p News	\$280.00	\$238.00	30	0	0	0	0	0	1	3
Total Cost:				\$28,580.00	Total Spots:						132
				\$24,293.00							132

Disclaimer:

Spots must run within scheduled flight dates and must be approved in advance by the buyer. All invoices must match the broadcast order and any make goods must be approved prior to running. Invoices are due on the 5th of the month in duplicate. Station agrees that innovative can cancel this media campaign at any time. At least 90% of all placed GRPS must be matched. All sports programming spots must run during game and not pregame, postgame or at halftime otherwise spots will be credited. By accepting this buy, station understands and agrees that INN is acting solely as an agent for said client in which all billing will be in care of INN and ultimate liability of payment will rest with said client until client makes payment to agency. This placement and acceptance of it supersedes and overrides any previously executed contracts and applications of credit that contradicts this liability transfer agreement.

Signature: _____

Buy Detail Report

Summary by Station/System

Date: 9/16/2016

8:30 AM

Send Billing To: Innovative Advertising

4250 Hwy 22

Suite 7

Mandeville, LA 70471

Phone: 985.377.7161

Fax: 985.377.7118

Client: Gus Fantz Campaign
 Media: TV
 Product: Political
 Market: Lake Charles
 Separation between spots: 30
 Estimate: 1392
 Description: FANT16 Phase 3 Part 1 Media Placement
 Flight Start Date: 9/19/2016 03:00 AM
 Flight End Date: 10/9/2016 02:59 AM
 Survey: Nov16 Pol. (Nov15 HLT, May16 SHR)
 DMA Custom Live+1
 Buyer: Heidi Guerra

Station	Total Spots	STN Gross	PCT	STN Net	PCT
KPLC-TV	132	\$28,580.00	100%	\$24,293.00	100%
Market Total:	132	\$28,580.00		\$24,293.00	

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☒ **FEDERAL CANDIDATE**

☐ **STATE/LOCAL CANDIDATE**

To Avail Themselves Of The Lowest Unit Charge During A Political Window, Federal Candidates Must Sign The Certification On Page 1

Station and Location:

Date:

9/15/16

I, Nudi Guerra

being/on behalf of: Gus Rantz For Louisiana

a legally qualified candidate of the Republican

political party for the office of: US Congress

in the Primary

election to be held on: 11/8/16

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
See Attached					

Attach proposed schedule with charges (if available):

I represent that the payment for the above described broadcast time has been furnished by:

Gus Rantz for Louisiana

and you are authorized to announce the time as paid for by such person or entity. I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

9/15/16

Date

Kendi Guerra

Signature

To Be Signed By Station Representative

☒ Accepted

☐ Accepted in Part

☐ Rejected

Stephanie Gill

Signature

Stephanie Gill

Printed Name

National Sales Coord

Title

CONTRACT

KPLC-TV Lake Charles
Send all correspondence to:
320 Division Street
Lake Charles, LA 70601
(337) 439-9071

www.kplctv.com

And:

Innovative Advertising (B)
4250 Hwy 22, Suite 7
Mandeville, LA 70471

Contract / Revision RANT01 /		Alt Order #
Product Congress		
Contract Dates 09/19/16 - 10/09/16		Estimate #
Advertiser POL/Rantz, Gus/R/Congress		Original Date / Revision 09/16/16 / 09/16/16
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Property KPLC	Account Executive Political/Local Political	Sales Office KPLC
Special Handling		
Demographic Households		
Agy Code 9913826	Advertiser Code	Product 1/2
Agency Ref		Advertiser Ref

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	KPLC	09/19/16	10/02/16	7News Early Sunrise	5-530am		:30				NM	10	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	09/19/16	09/25/16	MTWTF--				5	\$85.00				
	Week:	09/26/16	10/02/16	MTWTF--				5	\$85.00				
N 2	KPLC	09/19/16	10/09/16	7News Sunrise	530-7am		:30				NM	14	\$2,310.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	09/19/16	09/25/16	MTWTF--				5	\$165.00				
	Week:	09/26/16	10/02/16	MTWTF--				5	\$165.00				
	Week:	10/03/16	10/09/16	M-WTF--				4	\$165.00				
N 3	KPLC	09/19/16	10/09/16	NBC Today Show	7-9am		:30				NM	14	\$1,960.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	09/19/16	09/25/16	MTWTF--				5	\$140.00				
	Week:	09/26/16	10/02/16	MTWTF--				5	\$140.00				
	Week:	10/03/16	10/09/16	M-WTF--				4	\$140.00				
N 4	KPLC	09/19/16	10/02/16	SYN M-F 3-4p	3-4p		:30				NM	10	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	09/19/16	09/25/16	MTWTF--				5	\$50.00				
	Week:	09/26/16	10/02/16	MTWTF--				5	\$50.00				
N 5	KPLC	09/19/16	10/02/16	Right This Minute	4-430p		:30				NM	10	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	09/19/16	09/25/16	MTWTF--				5	\$150.00				
	Week:	09/26/16	10/02/16	MTWTF--				5	\$150.00				
N 6	KPLC	09/19/16	10/09/16	Live at Five	5-530pm		:30				NM	14	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	09/19/16	09/25/16	MTWTF--				5	\$250.00				
	Week:	09/26/16	10/02/16	MTWTF--				5	\$250.00				
	Week:	10/03/16	10/09/16	MTWT---				4	\$250.00				
N 7	KPLC	09/19/16	10/09/16	7News at Six	559-630pm		:30				NM	14	\$5,670.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	09/19/16	09/25/16	MTWTF--				5	\$405.00				
	Week:	09/26/16	10/02/16	MTWTF--				5	\$405.00				

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions.

The station may utilize various mediums to deliver advertisements to its viewers, including but not limited to, simulcast and/or delayed airings through mobile and internet applications and services. You must notify the station immediately if you do not have rights to your advertisements or any of its components beyond a television broadcast. Without such notice, the station may utilize various mediums beyond the television broadcast to reach its viewers.

This station does not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of a particular contract, is hereby rejected.



KPLC-TV Lake Charles
Send all correspondence to:
320 Division Street
Lake Charles, LA 70601
(337) 439-9071

www.kplctv.com

<u>Contract / Revision</u> RANT01 /		<u>Alt Order #</u>
<u>Contract Dates</u> 09/19/16 - 10/09/16	<u>Product</u> Congress	<u>Estimate #</u>
<u>Advertiser</u> POL/Rantz, Gus/R/Congr		<u>Original Date / Revision</u> 09/16/16 / 09/16/16

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/03/16	10/09/16	MTWT---				4	\$405.00				
N 8	KPLC	09/19/16	10/02/16	Entertainment Tonight	630-7p		:30				NM	10	\$3,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/19/16	09/25/16	MTWTF--				5	\$305.00				
Week:		09/26/16	10/02/16	MTWTF--				5	\$305.00				
N 9	KPLC	09/19/16	10/09/16	7News Nightcast	10-1035pm		:30				NM	14	\$5,670.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/19/16	09/25/16	MTWTF--				5	\$405.00				
Week:		09/26/16	10/02/16	MTWTF--				5	\$405.00				
Week:		10/03/16	10/09/16	MTWT---				4	\$405.00				
N 10	KPLC	09/19/16	10/09/16	Tonight Show	1035-1136pm		:30				NM	11	\$1,210.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/19/16	09/25/16	MTWT---				4	\$110.00				
Week:		09/26/16	10/02/16	MTWT---				4	\$110.00				
Week:		10/03/16	10/09/16	M-WT---				3	\$110.00				
N 11	KPLC	09/19/16	09/26/16	Monday Hour 3	9-10pm		:30				NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/19/16	09/25/16	M-----				1	\$400.00				
Week:		09/26/16	10/02/16	M-----				1	\$400.00				
N 12	KPLC	09/19/16	10/09/16	NBC Sunday Today Show	7-8am		:30				NM	3	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/19/16	09/25/16	-----S				1	\$50.00				
Week:		09/26/16	10/02/16	-----S				1	\$50.00				
Week:		10/03/16	10/09/16	-----S				1	\$50.00				
N 13	KPLC	09/19/16	10/09/16	NBC Meet The Press	8-9am		:30				NM	3	\$570.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/19/16	09/25/16	-----S				1	\$190.00				
Week:		09/26/16	10/02/16	-----S				1	\$190.00				
Week:		10/03/16	10/09/16	-----S				1	\$190.00				
N 14	KPLC	09/19/16	10/09/16	Late News Following NFL	1015-1045p		:30				NM	3	\$840.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/19/16	09/25/16	-----S				1	\$280.00				
Week:		09/26/16	10/02/16	-----S				1	\$280.00				
Week:		10/03/16	10/09/16	-----S				1	\$280.00				
Totals							0.00					132	\$28,580.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
08/29/16 - 09/25/16	53	\$11,135.00	(\$1,670.25)	\$9,464.75
09/26/16 - 10/09/16	79	\$17,445.00	(\$2,616.75)	\$14,828.25
Totals	132	\$28,580.00	(\$4,287.00)	\$24,293.00

Signature: _____ Date: _____

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